

Cigarette Check  
Marlboro Advertising Team - Causal

11 week cume through 3/08/93

	NUMBER OF STORES										PERCENT OF STORES													
	Retail		PM		Non		Non		Pack		Carton		Retail		PM		Non		Non					
	Total	Masters	Contract	45	415	Ident.	154	600	450	Total	436	45	415	154	600	450	Total	7%	82.8%	37.8%	40.2%	39.6%	67.2%	48.1%
<b>Any MAT POS/Signage</b>	529	334		12	129		54	36	16	50.4%	76.6%	26.7%	31.1%	35.1%	60.2%	37.3%								
<b>Any MAT POS/Signage/Promo/Display</b>	606	361		17	167		61	403	20	7%	82.8%	37.8%	40.2%	39.6%	67.2%	48.1%								
<b>MAT Signage</b>																								
-Any MAT Poster	458	302		9	102		45	330	12	43.6%	69.3%	20.0%	24.6%	29.2%	55.0%	28.4%								
-MAT Double Miles Poster	349	243		6	68		32	276	7	33.2%	55.7%	13.3%	16.4%	20.8%	46.0%	16.2%								
MAT Poster w/o Double Miles	377	258		6	74		39	268	10	35.9%	59.2%	13.3%	17.8%	25.3%	44.7%	24.2%								
MAT Visible from Outside Store	244	175		5	4		23	218	2	23.2%	40.1%	11.1%	9.9%	14.9%	36.3%	5.8%								
-MAT Visible from Inside Store	442	299		9	93		41	318	12	42.1%	68.6%	20.0%	22.4%	26.6%	53.0%	27.6%								
-MAT Visible Inside/Outside Store	231	171		5	35		20	208	2	22.0%	39.2%	11.1%	8.4%	13.0%	34.7%	5.1%								
-MAT \$.60 off 2-pack Poster	118	86		3	23		6	100	1	11.2%	19.7%	6.7%	5.5%	9.9%	16.7%	4.0%								
<b>2-Pack Sleeves Stores</b>																								
-2-Pack Sleeve Presence	463	314		10	95		44	328	1	44.1%	72.0%	22.2%	22.9%	28.6%	54.7%	30.0%								
-2-Pack Sleeve w/Price Off	351	248		8	66		29	260	2	33.4%	56.9%	17.8%	15.9%	18.8%	43.3%	20.2%								
<b>Marlboro Kings Regular Price</b>	\$4.46	\$4.48		\$4.86	\$4.52		\$4.18	\$4.52	\$1.12															
<b>Marlboro Kings 2-Pack Price</b>	\$3.95	\$3.95		\$4.20	\$4.02		\$3.72	\$3.99	\$3.82															
<b>Difference</b>	\$0.52	\$0.53		\$0.66	\$0.50		\$0.45	\$0.52	\$0.1															
<b>Marlboro 100's 2-Pack Price</b>	\$3.94	\$3.94		\$4.19	\$4.03		\$3.70	\$3.99	\$3.8															
<b>Price Discount</b>																								
-Less than \$.40	54	38		1	11		4	43	11	16.4%	15.3%	12.5%	16.7%	13.8%	16.5%	12.1%								
Exactly \$.40	34	22		0	4		8	20	14	9.7%	8.9%	0.0%	6.1%	27.6%	7.7%	15.4%								
\$.41 to \$.59	90	61		1	21		7	68	22	25.6%	24.6%	12.6%	31.8%	24.1%	26.2%	24.2%								
Exactly \$.60	131	93		4	24		10	95	36	37.3%	37.5%	50.0%	36.4%	34.6%	38.5%	39.6%								
\$.61 or more	42	34		2	6		0	34	8	12.0%	13.7%	25.0%	9.1%	0.0%	13.1%	8.8%								
<b>MAT Display</b>																								
-Display Presence	484	314		8	111		51	348	136	46.1%	72.0%	17.8%	26.7%	33.1%	58.0%	30.2%								
-Contains only 2-Pack	332	235		4	57		36	239	93	31.6%	53.9%	8.9%	13.7%	23.4%	39.8%	20.7%								
Doesn't contain 2-Pack	80	49		2	18		11	61	19	7.6%	11.2%	4.4%	4.3%	7.1%	10.2%	4.2%								
-Contains 2-Pack & Other	90	60		3	18		9	69	21	8.6%	13.8%	6.7%	4.3%	5.8%	11.5%	4.7%								
-Temporary Cardboard Display	327	234		4	53		36	238	89	31.1%	53.7%	8.9%	12.8%	23.4%	39.7%	19.8%								
-Permanent Wire Display	138	91		3	27		17	107	31	13.1%	20.9%	6.7%	6.5%	11.0%	17.8%	6.9%								
<b>Other MAT POS</b>																								
-Hanging Card	146	99		2	29		16	95	51	13.9%	22.7%	4.4%	7.0%	10.4%	15.8%	11.3%								
-Gear Catalog Presence	408	270		8	86		44	285	123	38.9%	61.9%	17.8%	20.7%	28.6%	47.5%	27.3%								
-Gear Catalog OOS	199	52		12	100		35	109	90	19.0%	11.9%	26.7%	24.1%	22.7%	18.2%	20.0%								
<b>Other MAT Product</b>																								
-2-Pack, Free Lighter	52	35		0	9		8	40	1	5.0%	8.0%	0.0%	2.2%	5.2%	6.7%	2.7%								
-3 Pack, Free Flashlight	16	10		0	3		3	12		1.5%	2.3%	0.0%	0.7%	1.9%	2.0%	0.9%								
-Carton, Free Lantern	46	31		1	10		4	18	28	4.4%	7.1%	2.2%	2.4%	2.6%	3.0%	6.2%								

\*\*\* First audited 2/8/93

\*\*\* Stores may have multiple responses on the cume report

Store identification as of 2/9/93

03/17/93

2045351037

Cigars, Ice Check  
Marlboro Advent Team - Causal

11 week cum through 3/08/93

Retail Master Accounts

	NUMBER OF STORES										PERCENT OF STORES									
	Pack	Carton	Super-market	Conv	Small Groc	Drug	Mass Merch	Liquor	All *	Pack	Carton	Super-market	Conv	Small Groc	Drug	Mass Merch	Liquor	All *		
	286	150	128	209	34	11	11	17	26	286	150	128	209	34	11	11	17	26		
Any MAT POS/Signage	239	95	84	177	29	7	4	12	21	83.6%	63.3%	66.6%	84.7%	85.3%	63.6%	36.4%	70.6%	80.8%		
Any MAT POS/Signage/Promo/Display	254	107	93	191	29	7	7	13	21	88.8%	71.3%	72.7%	91.4%	85.3%	63.6%	63.6%	76.5%	80.8%		
MAT Signage																				
- Any MAT Poster	226	76	68	168	27	5	3	12	19	77.0%	50.7%	53.1%	80.4%	79.4%	45.5%	27.3%	70.6%	73.1%		
- MAT Double Miles Poster	196	47	44	142	24	2	1	11	1	31.3%	34.4%	67.9%	70.6%	18.2%	9.1%	64.7%	73.1%			
- MAT Poster w/o Double Miles	189	69	62	146	19	5	2	8	16	1%	46.0%	48.4%	69.9%	55.9%	45.5%	18.2%	47.1%	61.5%		
- MAT Visible from Outside Store	158	17	16	117	17	1	0	9	15	2%	11.3%	12.5%	56.0%	50.0%	9.1%	0.0%	52.9%	57.7%		
- MAT Visible from Inside Store	224	75	67	167	26	5	3	12	19	78.3%	50.0%	52.3%	79.9%	76.6%	45.5%	27.3%	70.6%	73.1%		
- MAT Visible Inside/Outside Store	155	16	15	115	16	1	0	9	15	54.2%	10.7%	11.7%	55.0%	47.1%	9.1%	0.0%	52.9%	57.7%		
- MAT \$60 off 2-pack Poster	78	8	4	53	10	2	2	5	10	27.3%	5.3%	3.1%	25.4%	29.4%	18.2%	18.2%	29.4%	38.5%		
2-Pack Sleeves Stores																				
- 2-Pack Sleeve Presence	229	85	76	171	26	4	5	11	21	80.1%	56.7%	69.4%	81.8%	76.5%	36.4%	45.5%	64.7%	80.8%		
- 2-Pack Sleeve w/Price Off	189	59	52	139	20	2	5	10	20	66.1%	39.3%	40.6%	66.5%	58.8%	18.2%	45.5%	58.8%	76.9%		
Marlboro Kings Regular Price	\$4.54	\$4.26	\$4.20	\$4.60	\$4.72	\$4.32	\$4.94	\$4.60	\$4.60											
Marlboro Kings 2-Pack Price	\$4.00	\$3.76	\$3.69	\$3.97	\$4.14	\$3.99	\$4.44	\$4.08	\$4.05											
Difference	\$0.53	\$0.51	\$0.52	\$0.53	\$0.58	\$0.32	\$0.50	\$0.51	\$0.56											
- Marlboro 100's 2-Pack Price	\$4.00	\$3.77	\$3.69	\$3.99	\$4.13	\$4.02	\$4.44	\$4.08	\$3.94											
Price Discount																				
- Less than \$.40	34	4	2	29	1	1	1	2	2	18.0%	6.8%	3.8%	20.9%	8.0%	50.0%	20.0%	20.0%	10.0%		
- Exactly \$.40	11	11	10	8	3	0	0	0	0	5.8%	18.6%	19.2%	5.8%	15.0%	50.0%	0.0%	0.0%	0.0%		
- \$.41 to \$.59	45	16	16	37	3	0	0	2	3	23.8%	27.1%	30.8%	26.6%	15.0%	0.0%	0.0%	20.0%	15.0%		
- Exactly \$.60	69	24	20	45	7	0	4	6	11	36.5%	40.7%	36.5%	32.4%	35.0%	0.0%	80.0%	60.0%	55.0%		
- \$.61 or more	30	4	4	20	6	0	0	0	4	15.9%	6.8%	7.7%	14.4%	30.0%	0.0%	0.0%	0.0%	20.0%		
MAT Display																				
- Display Presence	231	83	78	171	27	4	1	12	21	80.8%	55.3%	60.9%	81.8%	79.4%	36.4%	9.1%	70.6%	80.8%		
- Contains only 2-Pack	172	63	60	126	22	3	0	9	15	60.1%	42.0%	46.9%	60.3%	64.7%	27.3%	0.0%	52.9%	57.7%		
- Doesn't contain 2-Pack	37	12	10	26	8	2	0	2	2	12.9%	8.0%	7.8%	12.0%	23.5%	18.2%	0.0%	11.8%	7.7%		
- Contains 2-Pack & Other	45	15	12	35	4	2	1	2	4	15.7%	10.0%	9.4%	16.7%	11.8%	18.2%	9.1%	11.8%	15.4%		
- Temporary Cardboard Display	174	60	57	124	23	3	0	10	17	60.8%	40.0%	44.5%	59.3%	67.6%	27.3%	0.0%	58.8%	65.4%		
- Permanent Wire Display	71	20	17	56	6	2	1	3	9	24.8%	13.3%	13.3%	26.8%	17.6%	18.2%	9.1%	17.6%	23.1%		
Other MAT POS																				
- Hanging Card	71	28	25	49	7	1	2	7	8	24.8%	18.7%	19.5%	23.4%	20.6%	9.1%	18.2%	41.2%	30.8%		
- Gear Catalog Presence	192	78	71	146	21	6	1	9	16	67.1%	52.0%	55.5%	69.9%	61.8%	54.5%	9.1%	52.9%	61.5%		
- Gear Catalog OOS	39	13	9	27	6	2	2	3	3	13.6%	8.7%	7.0%	12.9%	17.6%	18.2%	18.2%	17.6%	11.5%		
Other MAT Product																				
- 2-Pack, Free Lighter	27	8	7	15	5	1	0	3	4	9.4%	5.3%	5.5%	7.2%	14.7%	9.1%	0.0%	17.6%	15.4%		
- 3 Pack, Free Flashlight	6	4	4	3	1	0	0	0	2	2.1%	2.7%	3.1%	1.4%	2.9%	0.0%	0.0%	0.0%	7.7%		
- Carton, Free Lantern	12	19	19	4	4	0	0	4	0	4.2%	12.7%	14.8%	1.9%	11.8%	0.0%	0.0%	23.5%	0.0%		

\*\* First audited 2/8/93

\* All Other consists of: Gas Station, Hotel, Cigar, Newsstand & Wholesale Club

\*\* Stores may have multiple responses on the cum report

Store Identification as of 2/9/93

03/17/93

2045351038

Cigarette Check  
Marlboro Advertising Team - Causal

11 week cume through 3/08/93

Non-Retail Master Accounts

	NUMBER OF STORES										PERCENT OF STORES									
	Pack	Carton	Super-market	Conv	Small Groc	Drug	Mass March	Liquor	All * Other	Pack	Carton	Super-market	Conv	Small Groc	Drug	Mass March	Liquor	All * Other		
	213	202	126	119	49	42	34	16	29		213	202	126	119	49	42	34	16	29	
Any MAT POS/Signage	83	46	35	58	12	5	6	2	11		39.0%	22.8%	27.8%	48.7%	24.5%	11.9%	17.6%	12.5%	37.9%	
Any MAT POS/Signage/Promo/Display	104	63	45	70	13	11	7	4	17		48.8%	31.2%	35.7%	58.8%	26.5%	26.2%	20.6%	25.0%	58.6%	
<b>MAT Signage</b>																				
Any MAT Poster	70	32	23	48	11	4	5	1	10		32.9%	15.8%	18.3%	40.3%	22.4%	9.5%	14.7%	6.3%	34.5%	
MAT Double Miles Poster	52	16	13	38	9	1	2	0	5		24.4%	7.9%	10.3%	31.9%	18.4%	2.4%	5.9%	0.0%	17.2%	
MAT Poster w/o Double Miles	51	23	16	33	9	3	4	1	8		23.9%	11.4%	12.7%	27.7%	18.4%	7.1%	11.8%	6.3%	27.6%	
MAT Visible from Outside Store	38	3	3	23	7	0	0	1	7		17.8%	1.5%	2.4%	19.3%	14.3%	0.0%	6.3%	24.1%		
MAT Visible from Inside Store	63	30	22	44	11	3	5	1	7		29.6%	14.9%	17.5%	37.0%	22.4%	7.1%	14.7%	6.3%	24.1%	
MAT Visible Inside/Outside Store	33	2	2	21	7	0	0	1	4		15.5%	1.0%	1.6%	17.6%	14.3%	0.0%	6.3%	13.8%		
MAT \$ .60 off 2-pack Poster	16	7	5	13	1	0	2	0	2		7.5%	3.5%	4.0%	10.9%	2.0%	0.0%	5.9%	0.0%	6.9%	
<b>2-Pack Sleeves Stores</b>																				
-2-Pack Sleeve Presence	65	30	24	47	8	3	3	1	9		30.5%	14.9%	19.0%	39.5%	16.3%	7.1%	8.8%	6.3%	31.0%	
-2-Pack Sleeve w/Price Off	46	20	17	36	4	1	2	0	6		21.6%	9.9%	13.5%	30.3%	8.2%	2.4%	5.9%	0.0%	20.7%	
Marlboro Kings Regular Price	\$4.54	\$4.46	\$4.38	\$4.56	\$4.28	\$4.50	\$5.00		\$4.62											
Marlboro Kings 2-Pack Price	\$4.03	\$3.99	\$3.90	\$4.05	\$3.69	\$4.48	\$4.49		\$4.14											
Difference	\$0.51	\$0.48	\$0.50	\$0.50	\$0.58	\$0.02	\$0.50		\$0.49											
Marlboro 100's 2-Pack Price	\$4.04	\$3.99	\$3.90	\$4.06	\$3.69	\$4.48	\$4.49		\$4.10											
<b>Price Discount</b>																				
Less than \$.40	6	5	4	4	0	1	0	0	2		13.0%	25.0%	23.5%	11.1%	0.0%	100.0%	0.0%		33.9%	
Exactly \$.40	2	2	1	1	0	0	1	0	1		4.3%	10.0%	5.9%	2.8%	0.0%	0.0%	50.0%		16.7%	
\$ .41 to \$.59	19	2	2	17	1	0	0	0	1		41.3%	10.0%	11.8%	47.2%	25.0%	0.0%	0.0%		16.7%	
Exactly \$.60	15	9	8	12	2	0	1	0	1		32.6%	45.0%	47.1%	33.3%	50.0%	0.0%	50.0%		16.7%	
\$ .61 or more	4	2	2	2	1	0	0	0	1		8.7%	10.0%	11.8%	5.6%	25.0%	0.0%	0.0%		16.7%	
<b>MAT Display **</b>																				
Display Presence	76	35	25	54	9	6	4	3	10		35.7%	17.3%	19.8%	45.4%	16.4%	14.3%	11.8%	18.8%	34.5%	
Contains only 2-Pack**	40	17	15	32	2	0	2	1	5		18.8%	8.4%	11.9%	26.9%	4.1%	0.0%	5.9%	6.3%	17.2%	
Doesn't contain 2-Pack**	15	3	3	10	1	0	0	1	3		7.0%	1.5%	2.4%	8.4%	2.0%	0.0%	0.0%	6.3%	10.3%	
Contains 2-Pack & Other***	16	2	2	10	1	0	0	1	4		7.5%	1.0%	1.6%	8.4%	2.0%	0.0%	0.0%	6.3%	13.8%	
Temporary Cardboard Display	37	16	14	29	3	0	2	0	5		17.4%	7.9%	11.1%	24.4%	6.1%	0.0%	5.9%	0.0%	17.2%	
Permanent Wire Display	22	6	5	17	1	0	0	2	2		10.3%	2.5%	4.0%	14.3%	2.0%	0.0%	0.0%	12.5%	6.9%	
<b>Other MAT POS **</b>																				
Hanging Card	14	15	12	11	2	1	2	0	1		6.6%	7.4%	9.5%	9.2%	4.1%	2.1%	5.9%	0.0%	3.4%	
Gear Catalog Presence	59	27	22	41	10	2	3	1	2		27.7%	13.4%	17.5%	34.5%	20.4%	4.8%	8.8%	6.3%	24.1%	
Gear Catalog OOS	44	56	33	26	9	14	9	1	6		20.7%	27.7%	29.2%	21.8%	18.4%	33.3%	26.5%	6.3%	27.6%	
<b>Other MAT Product **</b>																				
2-Pack Free Lighter	7	2	1	3	0	1	0	1	3		3.3%	1.0%	0.8%	2.5%	0.0%	2.4%	0.0%	6.3%	10.3%	
3-Pack Free Flashlight	3	0	0	2	0	0	0	0	1		1.4%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	3.4%		
Carton, Dre Lantern	3	7	7	2	1	0	0	0	0		1.4%	3.5%	5.6%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	

\*\* First audited 2/8/93

\* All Other consists of: Gas Station, Hotel, Club, Newsstand & Wholesale Club

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Store Identification as of 2/8/93

03/17/93

2045351039